CLAIMS

What is claimed is:

1   1.   A method for distributing targeted sales information, comprising the steps of:

2   (a)   storing user input relating to products in a database;

3   (b)   receiving a request to send sales information associated with a product;

4   (c)   searching the database for selecting users who have entered user input relating to

5   the product associated with the sales information;

6   (d)   outputting the sales information to the selected users; and

7   (e)   charging a fee for outputting the sales information.

1   2.   A method as recited in claim 1, wherein the user input includes submissions of

2   representations of bar codes associated with products.

1   3.   A method as recited in claim 1, wherein the sales information is output utilizing

2   a web page, wherein an additional fee is charged for selecting a positioning of

3   the sales information on the web page.

1   4.   A method as recited in claim 1, wherein the sales information is output to a

2   client device of at least one of the users, wherein the client device is selected

3   from the group consisting of: a personal computer, a scanner, a portable

4   computing device, a telephone, a pager, and a facsimile machine.

1   5.   A method as recited in claim 1, wherein an additional fee is charged for

2   outputting the sales information to at least one of a telephone, pager, and

3   portable computing device.

1 6.   A method as recited in claim 1, wherein a user response to the sales information
2   is tracked.

1 7.   A method as recited in claim 1, wherein a promoter of the product is allowed to
2   provide dynamic feedback to a user responding to the sales information.

1 8.   A computer program product for distributing targeted sales information,
2   comprising:
3 (a)   computer code for storing user input relating to products in a database;
4 (b)   computer code for receiving a request to send sales information associated with
5   a product;
6 (c)   computer code for searching the database for selecting users who have entered
7   user input relating to the product associated with the sales information;
8 (d)   computer code for outputting the sales information to the selected users; and
9 (e)   computer code for charging a fee for outputting the sales information.

1 9.   A computer program product as recited in claim 8, wherein the user input
2   includes submissions of representations of bar codes associated with products.

1 10.   A computer program product as recited in claim 8, wherein the sales information
2   is output utilizing a web page, wherein an additional fee is charged for selecting
3   a positioning of the sales information on the web page.

1 11.   A computer program product as recited in claim 8, wherein the sales information
2   is output to a client device of at least one of the users, wherein the client device
3   is selected from the group consisting of: a personal computer, a scanner, a
4   portable computing device, a telephone, a pager, and a facsimile machine.

1   12.   A computer program product as recited in claim 8, wherein an additional fee is

2   charged for outputting the sales information to at least one of a telephone, pager,

3   and portable computing device.

1   13.   A computer program product as recited in claim 8, wherein a user response to

2   the sales information is tracked.

1   14.   A computer program product as recited in claim 8, wherein a promoter of the

2   product is allowed to provide dynamic feedback to a user responding to the sales

3   information.

1   15.   A system for distributing targeted sales information, comprising:

2   (a)   logic for storing user input relating to products in a database;

3   (b)   logic for receiving a request to send sales information associated with a product;

4   (c)   logic for searching the database for selecting users who have entered user input

5   relating to the product associated with the sales information;

6   (d)   logic for outputting the sales information to the selected users; and

7   (e)   logic for charging a fee for outputting the sales information.

1   16.   A system as recited in claim 15, wherein the user input includes submissions of

2   representations of bar codes associated with products.

1   17.   A system as recited in claim 15, wherein the sales information is output utilizing

2   a web page, wherein an additional fee is charged for selecting a positioning of

3   the sales information on the web page.

1   18.   A system as recited in claim 15, wherein the sales information is output to a

2   client device of at least one of the users, wherein the client device is selected

3   from the group consisting of: a personal computer, a scanner, a portable

4   computing device, a telephone, a pager, and a facsimile machine.

1   19.   A system as recited in claim 15, wherein an additional fee is charged for

2   outputting the sales information to at least one of a telephone, pager, and

3   portable computing device.

1   20.   A system as recited in claim 15, wherein a user response to the sales information

2   is tracked.

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